

Amendments to the Claims

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A consumer product package comprising:

a foldable blank having a panel, said foldable blank forming the consumer product package when folded;

a transferrable image printed onto said panel, said transferrable image including a sublimation dye capable of being transferred thermally from said panel to an image carrier; and

a visible image printed onto said panel, said visible image containing a pigment characteristic of a printing ink and overlapping with said transferrable image.

2. (Cancelled)

3. (Cancelled)

4. (Previously Presented) The consumer product package of claim 1 wherein features of said visible image are registered with corresponding features of said transferrable image.

5. (Cancelled)

6. (Previously Presented) The consumer product package of claim 1 wherein said transferrable image includes a plurality of sublimation dyes each of a different color and said visible image includes a plurality of printing inks each of a different color.

7. (Previously Presented) The consumer product package of claim 6 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

8. (Previously Presented) The consumer product package of claim 6 wherein said visible image is characterized by at least three printing inks of different color proportionately present so that said visible image is gray balanced.

9. (Previously Presented) The consumer product package of claim 1 wherein said visible image and said transferrable image are applied to said panel with a total thickness ranging from about 10^{-6} lbs/in² to about 10^{-5} lbs/in² solid coverage.

10. (Previously Presented) The consumer product package of claim 1 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

11. (Currently Amended) The consumer product package of claim 1 wherein said panel is positioned inside of said [[said]] consumer product package after said foldable blank is folded to form said consumer product package.

12. (Previously Presented) The consumer product package of claim 1 wherein said panel has a visible side and a non-visible side opposite said visible side after said foldable blank is folded to form said product package, said transferrable image being located on said non-visible side.

13. (Currently Amended) A promotional item for a consumer product package having a panel, comprising:

a transferrable image printed onto the panel, said transferrable image including a sublimation dye capable of being transferred thermally from the panel to an image carrier such as a fabric article; and

a visible image printed onto the panel, said visible image containing a pigment characteristic of a printing ink and overlapping with said transferrable image.

14. (Cancelled)

15. (Previously Presented) The promotional item of claim 13 wherein said visible image includes features registered with corresponding features of the transferrable image.

16. (Cancelled)

17. (Previously Presented) The promotional item of claim 13 wherein said transferrable image includes a plurality of sublimation dyes each of a different color and said visible image includes a plurality of printing inks each of a different color.

18. (Previously Presented) The promotional item of claim 17 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

19. (Previously Presented) The promotional item of claim 17 wherein said visible image is characterized by at least three printing inks of different color proportionately present so that said transferrable image is gray balanced.

20. (Previously Presented) The promotional item of claim 13 wherein said visible image and said transferrable image are applied to the panel with a total thickness ranging from about 10^{-6} lbs/in² to about 10^{-5} lbs/in² solid coverage.

21. (Previously Presented) The promotional item of claim 13 wherein said transferrable image is characterized by at least three sublimation dyes of different color proportionately present so that said transferrable image is gray balanced.

22-39. (Cancelled)

40. (Previously Presented) The consumer product package of claim 6 wherein one of said plurality of sublimation dyes is black.

41. (Previously Presented) The consumer product package of claim 6 wherein each of said plurality of sublimation dyes is coordinated spatially with a corresponding one of said plurality of printing inks.

42. (Currently Amended) The consumer product package of claim [[2]] 1 wherein said printing ink and said sublimation dye are blended into a composition and printed simultaneously onto said panel.

43. (Previously Presented) The promotional item of claim 17 wherein one of said plurality of sublimation dyes is black.

44. (Previously Presented) The promotional item of claim 17 wherein each of said plurality of sublimation dyes is coordinated spatially with a corresponding one of said plurality of printing inks.

45. (Previously Presented) The promotional item of claim 15 wherein said printing ink and said sublimation dye are blended into a composition and printed simultaneously onto the panel.

46. (New) The consumer product package of claim 1 wherein features of said visible image overlap with corresponding features of said transferrable image.

47. (New) The promotional item of claim 13 features of said visible image overlap with corresponding features of said transferrable image.

48. (New) A consumer product package comprising:

- a foldable blank having a panel, said foldable blank forming the consumer product package when folded;
- a transferrable image printed onto said panel, said transferrable image including a sublimation dye capable of being transferred thermally from said panel to an image carrier; and
- a visible image printed onto said panel, said visible image containing a pigment characteristic of a printing ink.

49. (New) A promotional item for a consumer product package having a panel, comprising:

- a transferrable image printed onto the panel, said transferrable image including a sublimation dye capable of being transferred thermally from the panel to an image carrier such as a fabric article; and
- a visible image printed onto the panel, said visible image containing a pigment characteristic of a printing ink.